

Cheltenham

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Tuesday 12th December

CHELTENHAM NEWS: VIRGIN BET TO SPONSOR DECEMBER GOLD CUP

It is announced today that Virgin Bet will sponsor the highlight of The Christmas Meeting at Cheltenham: the December Gold Cup, as well as the final race on the card that day.

A £130,000 Premier Handicap chase, the Virgin Bet December Gold Cup takes place on Saturday 16th December, over an extended two and a half miles on the New Course at the Home of Jump Racing.

There have been 53 runnings of the contest since its establishment in 1963. The roll of honour features famous names such as Flyingbolt, Pendil, Dublin Flyer and Frodon, who became only the second dual winner of the race in 2018, with success under 11st 12lb in the hands of Bryony Frost.

As part of the partnership and to show their continued appreciation for the hard work and dedication of Stable Staff, Virgin Bet will provide the opportunity to win a "£1000 voucher" for each member of Stable Staff who has won the Best Turned Out Award for their race.

In addition, as part of their continued raceday sponsorship, Virgin Bet will donate £5,000 to the recently formed Gold Cup 100 Community Fund, created to mark the celebration of 100 years of the Cheltenham Gold Cup in March 2024.

Virgin Bet Marketing Director Ric Leask said: "We are thrilled to announce Virgin Bet's sponsorship of the December Gold Cup at Cheltenham.

"We are passionate about delivering an unparalleled sports betting experience, and there's no better way to showcase this commitment than by supporting one of the most prestigious events in the racing calendar.

"Cheltenham holds a special place in the hearts of racing enthusiasts, and we are excited to be a part of the excitement and tradition that the December Gold Cup brings.

"This sponsorship reflects our dedication to being a leading player in the horseracing world, and we're delighted to continue to be deeply embedded within the highlight moments of the sport."

Ian Renton, Managing Director, The Jockey Club – West, added: "It is a pleasure to welcome Virgin Bet as the new sponsor of the December Gold Cup, and I would like to say thanks for this very generous support.

"The Virgin Bet Gold Cup is always highly competitive and provides a thrilling Jump racing spectacle in the run-up to Christmas.

"This year's entries look very strong, and we look forward to another tremendous renewal on Saturday 16th December."

ENDS.

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About Virgin Bet

Virgin Bet was launched in the UK in May 2019. With access to a huge range of betting markets across all the top sports, as well as the nation's most popular casino products, Virgin Bet delivers a top-quality experience for its customers and has the perfect line-up to disrupt the sportsbook industry. www.virginbet.com

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